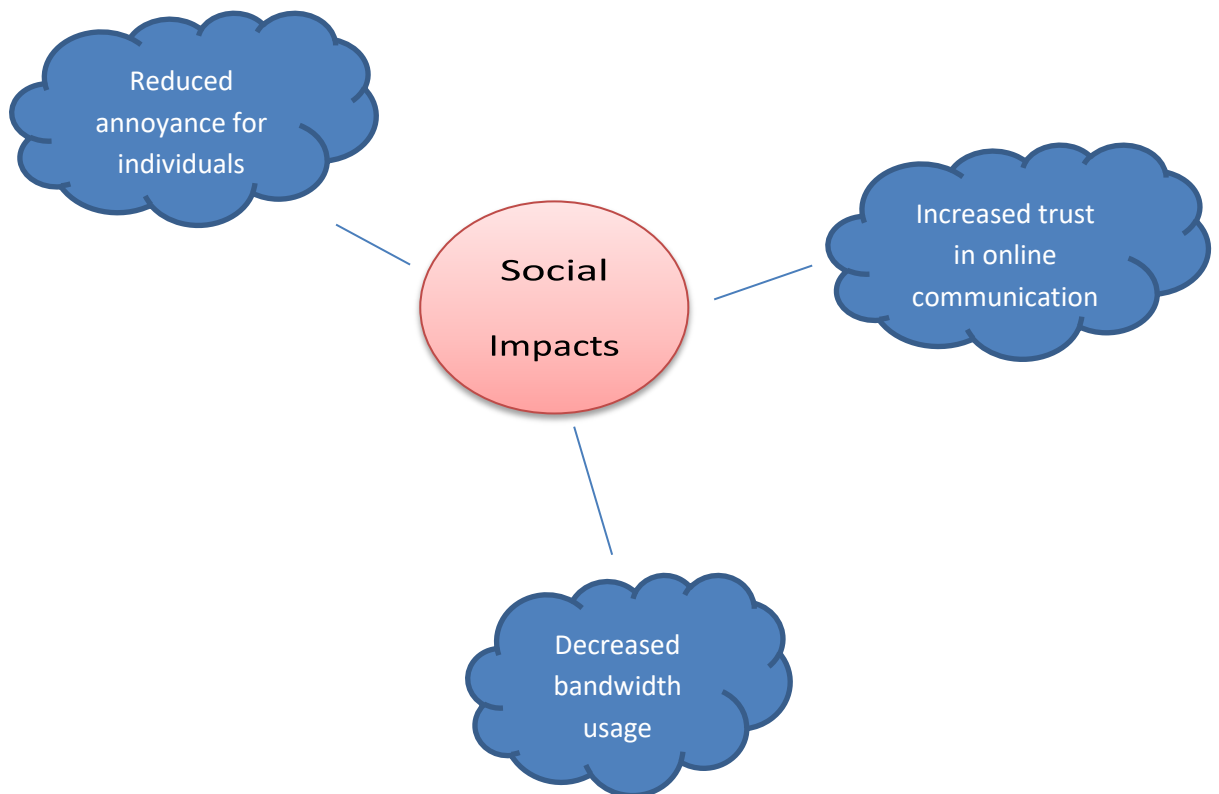


Date	15 March 2023
Team ID	NM2023TMID18999
Project Name	Optimizing Spam Filtering with Machine learning

SOCIAL OR BUSINESS IMPACT

Social impacts:



1. Reduced annoyance for individuals:

Optimizing spam filtering can reduce the number of unwanted and irrelevant messages that people have to sift through. This can save time and reduce frustration.

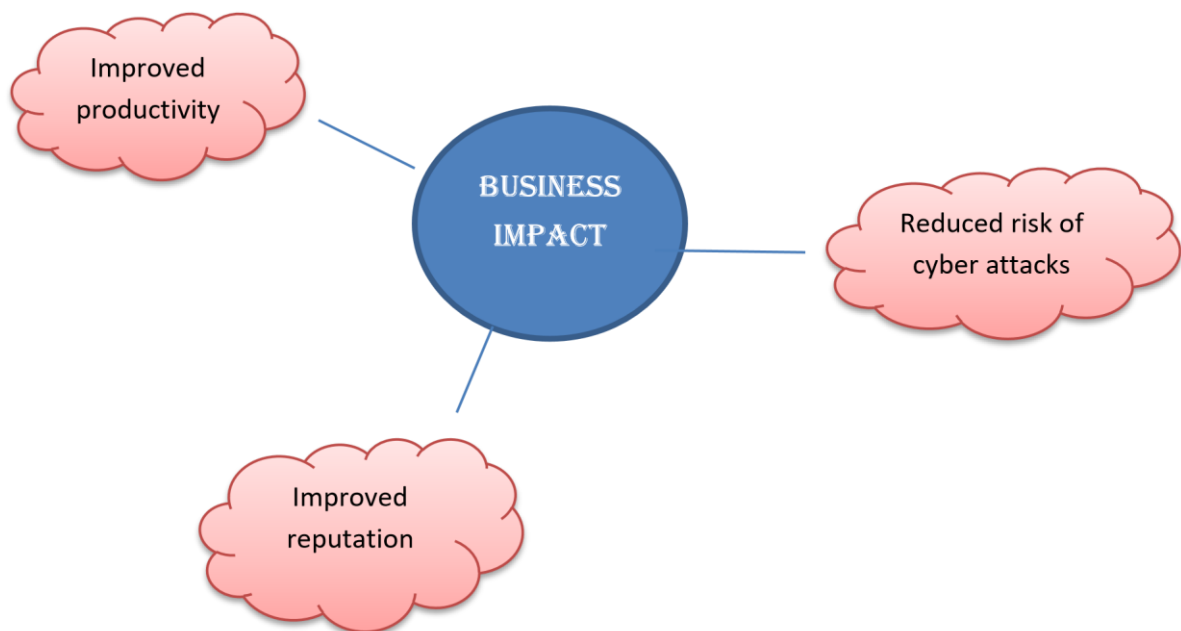
2. Increased trust in online communication:

When spam is filtered effectively, users are less likely to fall victim to phishing scams or other fraudulent activities . This can increase confidence in online communication and transactions.

3. Decreased bandwidth usage:

If spam is not filtered out, it can congest network and slow down internet speeds . Effective filtering can help reduce this problem.

Business impacts:



1. Reduced Productivity:

Employees spend less time dealing with spam messages if they are filtered effectively. This allows them to focus on more important tasks and be more productive over all .

2. Reduced risk of cyber attacks:

Spam emails are often used to deliver malware and other malicious software . By filtering out these messages , business can reduce the risk of successful cyber attacks.

3. Improved reputation:

If a company's email system is constantly sending spam , it can harm its reputation. Effective spam filtering can prevent this and ensure that legitimate communications go through smoothly.

Overall, optimizing spam filtering can have significant social and business impacts by reducing annoyance, increasing trust, improving productivity, reducing risk, and improving reputation.